

Chapter Awards Program Missouri Association 2005 – 2006

Objectives

The objectives of the Chapter Awards Program (CAP) are:

1. to reorganize and encourage local chapter organization by planning a yearly program of activities.
2. to develop student competencies in marketing instructional areas.
3. to build member involvement.
4. to encourage DECA membership at local, state and international levels.
5. to build school and community recognition for the marketing education program and the DECA chapter.
6. to learn of activities and projects that strengthen the local chapter.
7. to provide a platform for international recognition of outstanding DECA Chapter projects.

Description

The Chapter Awards Program is an instructional enrichment program for marketing education. The program is designed for chapters to develop a well-rounded program of work and is based on chapter achievement accompanied with an awards program for chapter recognition.

The Chapter Awards Program will provide recognition at three levels; bronze, silver and gold. The level of recognition will be determined by the number and type of activities a chapter completes in each of the following categories: membership development, civic consciousness, leadership development, social intelligence and promotion/public relations.

Information contained on the following pages will give the advisor background for a class presentation. The Chapter Awards Program should be initiated early in the year, so chapter members will realize the greatest benefits of their involvement. A thorough orientation of the purpose and operation of the program is vital for the preparation of the members.

Procedure

Missouri DECA will provide award certificates for all chapters which submit entries to the District Competitive Events Directors. **All gold level chapters will be eligible to send one representative to the State CDC and make a presentation to judges regarding the chapter activities.** One representative from the top ten gold level chapters will be eligible to attend the International Career Development Conference, provided the student and advisor commit to the student's primary activity as a Missouri DECA Voting Delegate. All gold level chapters will be recognized during the International CDC.

As a secondary activity, the project representative will attend a three-part Chapter Management Academy at the Inter-national Career Development Conference.

- Round Table Presentations – each team member will attend two round table groups where they will present one of the activities of their project. Each round table will be themed by the activity areas of the project.
- Tabletop displays in the Marketing & Career Fair for the projects – each team will be assigned a time to display their project. When they are not displaying their project, they will be required to visit the other projects.
- Presentations by business professionals on topics such as community involvement, organization management and leadership, project management, presentation skills, event planning and public relations.

Format Guidelines for the Chapter Awards Program

The entry must follow these specifications.

Title page. The first page of the project is the title page, which lists the following in this order:

- Chapter Awards Program
- Designated level of achievement (bronze, silver, or gold)
- Name of DECA chapter
- Name of high school
- School address
- City/State/ZIP
- Names of chapter representatives
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. It must list the Roman numeral sections and the page on which each section starts. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the project. The body of the written entry begins with Section 1, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Each activity is to include a page narrative explaining goals, completion and evaluation of the activity, and a page documenting the activity. Documentation may include photos, programs, brochures, etc.

Follow this outline when you prepare your entry. Each section must be titled.

	BRONZE	SILVER	GOLD
I. EXECUTIVE SUMMARY One-page description of the project			
II. INTRODUCTION One-page description of the local Marketing Education Program/DECA chapter, school, and community.			
III. MEMBERSHIP DEVELOPMENT			
Percentage of the marketing education students in DECA.	50-74%	75-99%	100%
Membership Development Activities	Any 2	Any 4	Any 6
Conduct a marketing education parents' orientation to explain marketing education and DECA.			
Conduct faculty, counselor, and/or administration appreciation functions			
Local chapter hosts current DECA State Officer(s) as guest speaker(s) during the chapter meeting (officer is not from the local chapter)			
Complete a chapter fund raising project, including sales goals, final report and an evaluation			
Other activities related to membership development			
IV. CIVIC CONSCIOUSNESS	Any 2	Any 4	Any 6
Provide assistance to a civic organization engaged in a community service project (i.e., food drive, clean-up, anti-drug, homeless, etc.)			
Sponsor a "get out and vote" campaign			
Sponsor MDA or a similar organization with a fund raising activity			
Visit a children's ward or senior citizens' home, etc.			
Participate in or support a blood drive			
Complete in the Civic Consciousness Project			
Other activities related to civic consciousness			

	Bronze	Silver	Gold
V. LEADERSHIP DEVELOPMENT	Any 2	Any 4	Any 6
Officer elections			
Advisory committee membership			
Chapter meeting minutes			
Annual budget			
Chapter officers conduct a workshop			
Attend a leadership conference or workshop			
Hold a chapter installation ceremony			
Other activities related to leadership development			
VI. VOCATIONAL UNDERSTANDING	Any 2	Any 4	Any 6
Assist a business with taking inventory			
Conduct a local Career Development Conference			
Complete the Creative Marketing Project			
Complete the Entrepreneurship Promotion Project			
Complete the Learn and Earn Project			
Majority of chapter members participate in the DECA District Conference			
Chapter serves as “Host Chapter” for a District Conference			
Majority of members participate in a competitive event			
Other activities related to vocational understanding			
VII. SOCIAL INTELLIGENCE	Any 2	Any 4	Any 6
Plan a series of guest speakers for chapter meetings throughout the year (training sponsors, career specialists, marketing professionals, etc.)			
Conduct a fashion show			
Conduct a job interview seminar for other classes in your school			
Conduct mock job interviews for all DECA members			
Organize a chapter field trip, i.e. tour of a mall, merchandise show			
Hold an employee/employer function			
Chapter nominates and supports candidate(s) for any state office			
Organize an alumni chapter with alumni activities			
Other activities related to social intelligence			

	Bronze	Silver	Gold
Conduct a chapter breakfast with a formalized program			
Sponsor a school-wide dance or other social activity			
Other activities related to social intelligence			
VIII. PROMOTION/PUBLIC RELATIONS	Any 2	Any 4	Any 6
In-school activities			
Bulletin board			
PA announcement			
Reader board			
Marquee message			
Posters			
Displays			
School paper			
Local brochure			
Teacher recognition			
Submitting articles to DECA Dimensions			
State association newsletters			
Other publications			
Community			
Newspaper/TV			
Radio			
Transit (bus)			
Billboard (outdoor)			
Community marquee			
Fairs, parades, festivals			
Display in community place			
Civic appearance/presentation			
DECA Week			
Publish an article in the school or local newspaper			
Publish an article in the state association newspaper/Dimensions			
Participate in a television/radio interview about marketing education or DECA			
Sponsor a career fair			
Present a formal program before a civic group			
Participate in a community fair using a booth			
Plan and organize community involvement/advisory committee meetings			
Obtain a proclamation from your mayor or city council			
Other activities related to promotion/public relations			

Entry Checklist

The entry must follow these standards:

- ☐ The entry must be submitted in an official DECA scrapbook (Images #DSSC) or binder (Images #DSBND). Entries may *not* be submitted in a DECA folio. No markings, tape or other material should be attached to the binder when submitted at ICDC.
- ☐ All materials must be enclosed in sheet protectors or laminated and labeled. Attachments, paste-ups and photographs may be used as long as they are contained in the sheet protectors or are laminated to the page.
- ☐ The pages must be numbered in sequence starting with the executive summary and ending with DECA week promotion.
- ☐ For state level certification of the award level, the body of the entry must be limited to 35 numbered pages for the bronze award, 70 total pages for the silver award and 105 total pages for the gold award. Page numbers must include all narrative and documentation.
- ☐ Major content of the written entry must be at least double-spaced (not space-and-a-half). Figures and exhibits, headings, lists, sample letters, etc. may be single-spaced.
- ☐ The entry must be typed/word processed (not handwritten). Charts and graphs may be handwritten.
- ☐ Each specific activity will count only once, but chapters can do multiple versions of an activity. For example chapters may raise funds for two different organizations and count it as two separate activities.
- ☐ The entry may include activities conducted after the International Career Development Conference and prior to the annual submission deadline.
- ☐ All activities must have a heading that contains:
 - Activity area (i.e. Promotion/Public Relations)
 - Activity title (i.e. Chamber of Commerce Presentation)
 - Activity date
- ☐ Each activity must contain one narrative page directly followed by the documentation page for that activity. The narrative of each activity should contain:
 - Goals of the activity
 - A summary of the activity (write as though the reader knows nothing about the activity)
 - Explain how the activity was completed
 - Evaluation of the activity
- ☐ One page is required to document the activities. Documentation may come in the form of pictures, programs, charts, etc. All documentation must be labeled. These pages must be numbered in sequence with the rest of the project.
- ☐ One representative from the top 10 chapters earning the gold award are eligible to attend the International Career Development Conference.

Presentation Guidelines and Judging

- Prior to the presentation at the State CDC, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representative will make a presentation to the judge in a 15-minute presentation worth 60 points. The presentation should be an overview of the chapter's activities that includes their overall goals, outcomes and recommendations for improvement.
- During the first 10 minutes of the presentation (after introductions), the chapter representative will describe the project.
- During the final 5 minutes, the judge may ask questions of the chapter representative.
- The chapter representative may use visual aids, but please be aware that the judge has thoroughly read the written portion of the entry prior to your presentation.
- The chapter representative should focus the content and structure of the presentation based on the "Presentation Evaluation" guidelines.



Chapter Activities **Presentation Evaluation** **FOR USE AT THE** **MISSOURI DECA STATE CDC ONLY**

Chapter _____

		Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value	Judged Score
Did the participant explain the:						
I.	Planning of program of activities goals selected, activities, time line, member participation, learning outcomes?	10	8-9	6-5-4	3-2-1-0	_____
II.	Implementation of planned activities for each goal (steps/detail explained, actual member participation, financing of activity, proceeds)?	10	8-9	6-5-4	3-2-1-0	_____
III.	Benefits of the activity to the membership, community, or school?	10	8-9	6-5-4	3-2-1-0	_____
IV.	Effectiveness of the publicity?	10	8-9	6-5-4	3-2-1-0	_____
V.	Recommendations for future implementation of activities based on results of evaluation?	10	8-9	6-5-4	3-2-1-0	_____
VI.	Respond adequately to judges' questions?	10	8-9	6-5-4	3-2-1-0	_____

Presentation Total Points (maximum 60 points) _____



Chapter Awards Program Documentation
Written Project Evaluation Form
FOR USE AT THE MISSOURI DECA STATE CDC
ONLY

Chapter _____

	Meets Expectations	Below Expectations	Little/No Value	Score
1. Project follows the format guidelines.	5	4-3-2	1-0	_____
2. Project complies with the entry checklist.	5	4-3-2	1-0	_____

	Quality of Activities (1-15)	Documentation (1-10)
3. Membership Development	<input type="text"/>	<input type="text"/>
4. Civic Consciousness	<input type="text"/>	<input type="text"/>
5. Leadership Development	<input type="text"/>	<input type="text"/>
6. Vocational Understanding	<input type="text"/>	<input type="text"/>
7. Social Intelligence	<input type="text"/>	<input type="text"/>
8. Promotion/Public Relations	<input type="text"/>	<input type="text"/>

Documentation Evaluation Points (160)

Presentation Evaluation Points (60)

Total Score (220)